

NOMINATIONS OPEN TUESDAY 16TH AUGUST 2022

COULD YOU
BE OUR NEXT
DEPUTY PRESIDENT
OR A TRUSTEE?



Candidate Campaign Guidance

How to campaign

There are a number of ways to promote yourself, and RLSS UK will support you with this, but the most powerful promotions come from candidates directly as RLSS UK remains impartial. Feedback from previous election voters was that candidates weren't visible and one of the best ways to promote yourself is through social media.

Here are some suggestions of how to increase your votes:

- Social media – Facebook, TikTok, Instagram, and Twitter. RLSS UK have a variety of Facebook groups such as the RLSS UK Trainer Assessors group, and the RLSS UK Membership Conversation group. If you are not already part of the groups, you can request to join by providing your membership number. For fairness, through your campaign you will be entitled to post twice on each group. *Please note if you post more than twice, the posts will be removed.*
- Within your community – are there events taking place you can attend at local lifesaving clubs, leisure centres or branches? If you are in touch with your local Branch, ask them for advice on any opportunities.
- Your own contacts – set up a WhatsApp group to promote your campaign.
- Create your own campaign website – there are plenty of free resources available online.
- Create videos when you are out and about doing RLSS UK activities or attending events – let the members see you in action and share these on social media.
- Share photos of yourself doing RLSS UK events etc.
- Reach out to key influencers. RLSS UK has a rich heritage and many long-standing members who are well connected. You may be able to gain the support of these influential people who could endorse you and your campaign. *Please note RLSS UK staff and current serving trustees are required to remain impartial.*

Candidate campaign video

Evidence from other online elections has shown that many voters prefer to see what a candidate has to say rather than just reading it, so this is your opportunity to enrich your Trustee/Deputy President campaign. We hope to make it as easy as possible for you and want you to use this chance to have some fun to raise your profile with voters. Providing a video is not mandatory. Should you not submit a video this will be identified in your profile.

All candidates have the opportunity to submit a video, and all will be displayed equally online. You are free to prepare additional video content during your campaign but only your official candidate video will be communicated by RLSS UK.

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Video content

Let our members know what you can bring to the Board of Trustees and how your knowledge can contribute to RLSS UK and Ireland. Previous election videos have been filmed alongside open water or poolside which helps members see you in your natural environment, and those running for election have worn RLSS UK branded clothing to re-enforce their passion for the charity.

It is important to remember when you are preparing your video, that you make claims and promises that are relative to the role of a trustee, especially recognising that the day-to-day operational management of the Society has been delegated to the C.E.O. If elected, you will be part of the team of Trustees whose duties and responsibilities are to establish the direction of the charity and to ensure the approved strategic framework is being delivered with a backdrop of good governance.

Where will the video be uploaded to?

Your video will be hosted on YouTube and embedded on your profile page on www.rlss.org.uk, and within the UK Engage voting website. Once the voting process is complete, your video and profile will be removed.

Video Specifications

- Please make sure your video is no longer than **90 seconds** as it's amazing how much you can say in that time! Anything longer will be cut and only 90 seconds of your video will be uploaded. Please use the profile questions from your application as the basis for your video.
- Smart phones provide a good quality video that is acceptable, it does not need specialist recording equipment. (Please make sure your video is in either MOV, MP4 (MPEG4), AVI, WMV, FLV, 3GP, MPEGPS, WebM format).
- We recommend you shoot your video in HD, in portrait format.
- As this forms part of your campaign please ensure you adhere to the Election Rules.
- Videos should be submitted with subtitles to meet with accessibility requirements. There are websites available to assist you with this for free, for example [Clideo](#) or within a [YouTube video](#). Please ensure any subtitles are carefully checked for accuracy. We are able to support with adding video subtitles if requested. If you do require assistance with subtitles, please provide a written transcript of your video to ensure accuracy.

If you need any more guidance, please contact elections@rlss.org.uk

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How to Submit

Videos must be submitted via SharePoint, a product provided by the RLSS UK *Office 365 enterprise* platform. A pre-configured secure SharePoint site will be provided to upload your RLSS UK Trustee application video. This will be notified to you individually once nominations close. **You have until Monday 5th September at 5pm to get these to us for inclusion.**

By submitting your videos to us, you acknowledge that you agree to YouTube's Terms of Service, and Community Guidelines. Please be sure not to violate others' copyright or privacy rights. [Learn more.](#)

Hustings

RLSS UK will provide a platform for a virtual hustings event where each candidate will be asked to video record their answers to the same set of questions that will be provided. **The videos for the Hustings need to be with us by Friday 16th September at 10am.**

This will not be a live event, but all candidates' videos will be equally communicated on the same day to ensure fairness.

Videos can be no more than **two minutes** long and as mentioned above, should be subtitled to ensure accessibility. See 'Video Specifications' above for more information.

If you prefer not to submit a video, voice notes or a written version of answers will be accepted.

More information on Hustings is available [here](#). If you need any more guidance, please contact elections@rlss.org.uk.

How to Submit

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If you face any challenges, please contact elections@rlss.org.uk for support.